

# Dental News

MARCH 2008



## We've Got a New Look—and Gone Green, Too!

The redesigned *Dental News* debuts with this issue. With its new masthead and layout, *Dental News* embodies the look and spirit of our nationwide Delta Dental brand.

The imagery associated with our Delta Dental brand is a reminder of our promise to you and our members: Delta Dental is committed to providing our partners, members and communities with the resources to promote good oral health and ultimately achieve a better quality of life. Our printed materials, publications and Web site have all been redesigned so they can deliver strong, positive and memorable brand messages.

But there's more to *Dental News*' improvements than just meets the eye. Starting with this issue, *Dental News* has gone green. Our printer, Graphic

*(continued on page 6)*

## Volunteer Dentists Needed for Oral Cancer Screenings

Oral cancer is one of the most common cancers, accounting for nearly 35,000 newly diagnosed cases and 7,550 deaths each year in the U.S., according to the American Cancer Society. Only 50% of those newly diagnosed will be alive in five years. Dentists are a key link to changing these rates as they are often the first to detect the disease at an early stage, when it is easily treatable.

Dentists are needed in Bergen, Essex, Hudson, Morris, Passaic, and Union counties to perform oral cancer screenings. You can participate in one of two ways. You can offer free oral cancer screenings in your office anytime during the month of April, or you can volunteer to participate in an established location throughout April. The county cancer coalitions will arrange follow-up care for medically indigent par-

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ticipants with suspicious lesions or symptoms.

For more information about volunteering, please contact your county cancer coalition representative at the following numbers:

- Bergen County: (201) 634-2699
- Essex County: (973) 972-4623
- Hudson County: (201) 963-0300
- Morris/Passaic counties: (201) 447-1706
- Union County: (908) 851-8507

## Checking Claim Status Online Saves You Time

If you ever wonder whether we received your claim, you can easily check the status of your claim online. Go to [www.deltadentalnj.com](http://www.deltadentalnj.com), scroll over "Dentists," log onto Benefits Connection and click "Claims Inquiry." You can see at a glance when the claim was received and processed—and even when the check will be mailed.

You can also check claim status by calling Customer Service at (800) 452-9310 and following the automated voice response prompts.

Please do not submit a duplicate claim as this will only result in additional processing time and expense.

## Fighting Fraud: Part I

# Delta Dental Wages Aggressive Fight Against Fraud

*This is the first of a four-part series on Delta Dental's efforts to combat dental insurance fraud.*

"When health care providers commit fraud, it is particularly disturbing, because the integrity of the health insurance claims process depends on the trustworthiness of the licensed professionals involved," says New Jersey Insurance Fraud Prosecutor Greta Gooden Brown.

We believe most dentists are honest and willing to correct any billing errors. However, some dentists engage in overbilling. They intentionally misrepresent vital information on claim forms. If this sounds like you, be warned: It will cost you!

Delta Dental of New Jersey is committed to stopping fraud. Since 1995, we have recovered more than \$5.5 million due to overbilling and avoided making overpayments of millions of dollars. Since we are dedicated to serving the interest of our groups, we refund to our

self-funded groups the funds we receive as restitution.

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*In the next issue of Dental News, find out about the critical role our Special Investigations Unit plays in fighting fraud.*

To report suspected fraud or overbilling to Delta Dental of New Jersey:

- Call our fraud hotline: (888) 696-3262
- E-mail: [reportfraud@deltadentalnj.com](mailto:reportfraud@deltadentalnj.com)
- Fax: (973) 944-4573
- Write to: Delta Dental of New Jersey  
Special Investigations Unit  
1639 Route 10  
Parsippany, New Jersey 07054

## Some Member Companies Change X-ray Return Policies

Several Delta Dental member companies are changing their policies about returning x-rays. If you have patients who are covered by Delta Dental of Iowa, Delta Dental of Kansas, or Delta Dental of Illinois, please note:

**Delta Dental of Iowa** will no longer return radiographs or other attachments received on or after February 1 unless accompanied by a self-addressed, stamped envelope.

**Delta Dental of Illinois** will no longer return radiographs or other attachments

as of March 1 unless a specific request for return accompanies the claim submission.

**Delta Dental of Kansas** will no longer return x-rays to out-of-state dentists as of March 1. Please submit duplicate copies of x-rays only.

Please note that Delta Dental of New Jersey has not adopted any of the above policies. However, we encourage all dentists to send only duplicate copies of x-rays to us and to notify us if they want them returned.

## Dental News

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Delta Dental of New Jersey, Inc.

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*In Connecticut, Delta Dental Insurance Company writes dental coverage on an insured basis and Delta Dental of New Jersey administers self-funded dental benefit programs.*



## Limited Time Offer Makes Electronic Attachments More Attractive than Ever

Are you looking for an easy, effective and inexpensive way to submit claim attachments?

You can electronically transmit x-rays, Explanations of Benefits, periodontal charts, intra-oral pictures and narratives using the National Electronic Attachment (NEA) FastAttach system. And now, for a limited time, NEA is making a special offer to our participating dentists. Register now for just \$100 and you'll also receive two free months of service.

Registration includes software, installation, training and unlimited telephone support.

To take advantage of this offer, visit the NEA Web site at [www.welcometoNEA.com](http://www.welcometoNEA.com) and enter DDNJ2M in the promotion code box. This offer expires March 31, 2008.

For a complete list of procedures that require documentation, please visit our Web site at [www.deltadentalnj.com](http://www.deltadentalnj.com). Click "Dentists" and "Required documentation" under "Professional Services."

*Please note: This vendor will deal directly with you. Delta Dental cannot guarantee the performance or continued participation of this vendor.*

## New PPO Fees Now Effective; Correction to CT Fees

Our new Delta Dental PPO fees in New Jersey and Connecticut, as well as our new Patient Direct fees, went into effect January 1st.

If you already participate in these networks, you should have received a copy of the updated fees. If you need another copy, or want to learn more about these networks, please call your dental network coordinator at (888) 396-6641.

### *Participating Connecticut dentists, please note:*

There was a misprint on the Connecticut PPO fee schedule regarding Code D7270, tooth reimplantation and/or stabilization of accidentally evulsed or displaced tooth. The correct fee is \$340 (not \$307).

Please call your dental network coordinator if you have questions.

## Product Names Will Clarify Dental Network

We recently clarified the names of some of our dental products to make it easier for your patients to know which networks they have access to.

The following chart shows the old name, the new name, and why we made the name change. The products themselves aren't changing—only their names. The new names will begin appearing in Benefits Connection and on documents about your patients' dental benefits.

Old Name	New Name	Reason for Name Change
Delta Dental PPO Point of Service Program	PPO Plus Premier	This gives members access to two dental networks—our Delta Dental PPO network and Delta Dental Premier® network.
Delta Dental PPO & Advantage Point of Service Program	PPO Plus Advantage & Premier	This gives members access to three dental networks—our Delta Dental PPO network, Advantage Program network, and Delta Dental Premier network.
Advantage and Delta Dental Premier Point of Service	Advantage Plus Premier	This gives members access to two dental networks—our Advantage Program network and our Delta Dental Premier network.

## Golf Outing Results Announced

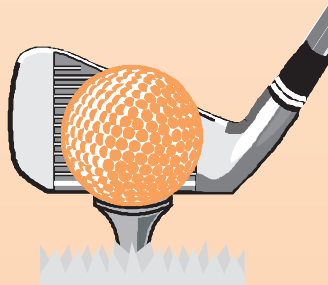
The Seventeenth Annual Delta Dental Classic raised \$56,000 for Special Olympics New Jersey (SONJ). The Classic took place in June at Fiddler's Elbow Country Club in Bedminster, New Jersey.

Over the past 17 years the Delta Dental Classic has raised more than \$609,000 for SONJ.

SONJ helps those with mental disabilities become physically fit, productive, and respected members of society through sports training and competition.

Special thanks to all of our participants and sponsors.

The Eighteenth Annual Delta Dental Golf Classic will take place May 28, 2008. For information, please contact Jennifer Appaluccio at (973) 285-4059 or [jappaluccio@deltadentalnj.com](mailto:jappaluccio@deltadentalnj.com). Mark your calendar!



## Free HIPAA Security Standards Guide Available for Small Dental Practices

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) requires covered entities (including dentists who engage in HIPAA transactions) to safeguard patients' electronic protected health information (EPHI). While all covered entities must comply with HIPAA Security Standards, small practices face some particular challenges. They have fewer resources and are less likely to have IT staff to help them comply.

To help small practices develop an acceptable compliance program, the Centers for Medicare & Medicaid Services have developed a white paper that offers step-by-step guidance.

To download the paper, go to [www.cms.hhs.gov/EducationMaterials/Downloads/SmallProvider4final.pdf](http://www.cms.hhs.gov/EducationMaterials/Downloads/SmallProvider4final.pdf).

## Foundation Grants More than \$700,000 to Support Oral Health Care for the Underserved

The Delta Dental of New Jersey Foundation will donate more than \$700,000 to 19 community organizations and dental clinics throughout New Jersey and Connecticut in 2008. This is the largest annual donation ever given by the Foundation to help treat the underserved. The money will be used to fund dental clinics and subsidize dental care for underserved children and families, developmentally disabled, and senior citizen populations.

"Delta Dental is proud that in 2008 we are giving back to the community more than ever before," says Gene F. Napolliello, DDS, president of the Foundation. "Every year we fund the organizations and healthcare facilities that will best use the grants to make dental care accessible to those in need.

"This is the first time we will be partnering with Head Start programs to deliver dental care to the children in that program," says Dr. Napolliello. "We chose two programs that best demonstrated their commitment to the oral health of their students."

"I am always impressed with the dignified manner with which the clinic staff treats their patients," adds Diane Belle, Foundation Trustee and Delta Dental of New Jersey Vice President, Corporate Communications.

For more about our 2008 Foundation grants, visit our Web site at [www.deltadentalnj.com](http://www.deltadentalnj.com) and click "About Us" and the "press releases" link under "Press Kit."

## Reminder: Revisions to Participating Dentist Handbook Available for Downloading

We recently revised Chapters 8 and 9 of our Participating Dentist Handbook. *These revisions contain all changes in Delta Dental processing policies since our publication of the handbook in 2004.* To download the Participating Dentist Handbook, go to [www.deltadentalnj.com](http://www.deltadentalnj.com), click "Dentists" and log onto Benefits Connection. Then click "Participating Handbook" on the left navigation bar.

To request a CD or hard copy of the revisions, please contact your dental network coordinator at (888) 396-6641.

## Tips for Faster Claims Processing

Missing, mismatched, incorrect and unreadable information are among the biggest reasons for claims delays. Here's how you can help your claims sail through.

**1. Omit the two-letter state abbreviation from the license number.** This is no longer needed and will cause claims to suspend. Enter only the actual base license number on the claim.

**2. Use the same tax identification number on claims as you provided when we added you to our system.** If you initially gave us your tax ID number, use that number whenever you submit claims. If you initially provided your Social Security number, use your Social Security number on all claims. Be consistent, or your claims will suspend for manual intervention.

**3. Include the name of the treating dentist on claims, not just the group name.** We require the name of the treating dentist to process a claim. Claims with only the group name will suspend if more than one dentist is at that practice.

**4. Make sure the number of surfaces indicated correctly matches the procedure code.** If, for example, a two-surface amalgam (2150) is submitted with only one surface provided or with three or more surfaces, the claim will suspend.

**5. Make sure all required information is included.** For example, a claim for procedures that require information about surfaces or area of the mouth will be suspended if that information is not provided.

**6. Make sure patient and member information is correct.** Claims often come in listing the patient as the subscriber when the patient is actually a spouse or child. Claims also come in showing the patient as a dependent when he/she is actually the subscriber. This causes claims to suspend. They also suspend if the subscriber or patient

name on file does not match the name on the claim.

**7. Write clearly.** Claims are delayed if processors can't read what's on them. Make sure the dentist's license number and tax ID number are legible.

**8. Include a treatment plan with all ortho claims.** This must include the anticipated length of treatment, appliance insertion date, description of condition, reason for the appliance, description of the appliance (including if Invisalign or cosmetic banding) and total case fee. Additional fees for Invisalign or cosmetic banding should be listed separately. Include the primary insurance Explanation of Benefits (EOBs) if Delta Dental is secondary or prior plan EOBs if Delta Dental has taken over coverage from another insurance company. This information is necessary to be sure the treatment is covered under the patient's plan, is processed using the appropriate procedure codes for the described treatment, and the benefit is calculated properly according to the patient's plan.

**9. Include any required diagnostics.** To see which procedures require diagnostics, visit our Web site at [www.deltadentalnj.com](http://www.deltadentalnj.com), click "Dentists" and then "required documentation" under "Professional Services."

**10. Provide information about coordination of benefits.** Indicate other insurance information on the claim and include primary insurance EOBs. There may be multiple EOBs if procedures are covered by medical.

**11. Include key treatment dates.** Indicate seat dates for crowns, delivery dates for dentures, and completion dates for root canal treatment.

## Promote Oral Health—and Your Practice—As Media Spokesperson

Ever wish you were the expert source that news reporters seek out? You can be! We work closely with many reporters on articles about oral health. And, when reporters want to quote experts on oral health issues, we help match them up with dentists in their area.

If you're a participating dentist who can compellingly speak to the media on oral health, we want to hear from you.

We're building our roster of expert media sources. Joining the team means we may call you when a reporter contacts us for help with a story. You always have the option to accept or decline each opportunity.

Becoming a media spokesperson can be a great promotion for your practice!

For more information, please contact Diane Belle, Vice President, Corporate Communications, at (973) 285-4058 or [dbelle@deltadentalnj.com](mailto:dbelle@deltadentalnj.com).

## PANDA Program Graduates—We Want to Hear from You!

Our PANDA (Prevent Abuse and Neglect through Dental Awareness) program has trained hundreds of dentists and other medical professionals on how to recognize signs of child abuse. If you've taken this training, we want to hear from you.

Has the program helped you? How could it be improved? Have you reported cases of suspected abuse and neglect as a result of what you learned? Please e-mail your comments to Diane Belle, Vice President, Corporate Communications, [dbelle@deltadentalnj.com](mailto:dbelle@deltadentalnj.com). (Please do not reveal any patient identities in your comments.)

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*Dentists are in a good position to recognize child abuse and neglect, because most injuries occur to the head, face, and neck areas.*

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If you haven't attended a PANDA workshop, now is a good time to plan for it.

Dentists are in a good position to recognize abuse and neglect, because most

injuries occur to the head, face, and neck areas. The PANDA presentation is a one- to three-hour slide program and workshop conducted by trained professionals. The PANDA Coalition has members who are willing to present the program free of charge to dental or other interested groups with 10 or more members.

For more information or to schedule a presentation in New Jersey, please call Delta Dental at (973) 944-4555. In Connecticut call the Connecticut State Dental Association at (860) 278-5550.



## We've Got a New Look

*(continued from page 1)*

Concepts Printing of Bound Brook, New Jersey, uses renewable energy and sustainable materials. Its environmental printing services are certified by both the Forest Stewardship Council (FSC) and Green-e. *Dental News* is created with Green-e certified renewable energy and with paper materials derived from a well-managed, FSC-certified forest. In addition, the inks used in its offset printing process are made from environmentally-friendly soy and vegetable oils derived from crops primarily grown in the U.S.

We're proud that *Dental News* helps protect our natural resources keeping our brand promise to you.



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